

Message Text

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43

ACTION EUR-25

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FM AMEMBASSY BELGRADE

TO SECSTATE WASHDC IMMEDIATE 523

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INFO AMCONSUL ZAGREB

UNCLAS BELGRADE 4488

E.O. 11652: N/A

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SUBJ: NOVI SAD FAIR

REF: (A) BELGRADE 3991 (B) BELGRADE 4167 (C) SHIRLEY/SHER TELECON
SEPT 10.

1. SUMMARY: EMBASSY HAS OBTAINED EXTENSION SEPT 1 DEADLINE TO
SEPT 15 FOR PRIME PAVILION SPACE FOR COMMERCIAL/AGRICULTURAL
EXHIBITION WITH USIA CENTERPIECE AT NOVI SAD INTERNATIONAL AGRICULTUR
AL
FAIR. WE URGE IMMEDIATE WASHINGTON AUTHORIZATION TO MAKE COMMITMENT
WHICH WILL PERMIT INTER-AGENCY EXHIBIT WORTHY OF EXCELLENT YUGOSLAV
MARKET POTENTIAL. END SUMMARY

2. COMMERCIAL OFFICER AND DPAO VISITED EXCELLENT "AGRICULTURAL
TECHNOLOGY USA" EXHIBIT AT PLOVIDV INTERNATIONAL FAIR
IN BULGARIA SEPT 6-7. EXCELLENT BULGARIAN RESPONSE AND COMMERCIAL
RESULTS AT PLOVDIV DEMONSTRATE EFFECTIVENESS OF SUCH INTER-AGENCY
COOPERATION WITH EXPECTATIONS OF EVEN GREATER RESULTS IN MORE LUCRATI
VE
YUGOSLAV MARKET.

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3. WHILE AMERICAN EXHIBIT AT PLOVDIV WOULD HAVE BEEN IDEAL CENTERPIECE

FOR NOVI SAD, WE BELIEVE USIA SUPPORT ON LESSER SCALE COULD ALSO PROVIDE EFFECTIVE UNIFYING THEME FOR THE EXHIBIT. WE THEREFORE CONTINUE TO URGE IMMEDIATE WASHINGTON AUTHORIZATION OF MODEST AMOUNT REQUESTED FROM STATE AND COMMERCE IN REFTELS AND SIE CONTRIBUTION TO USIS GOE. WE WILL INVESTIGATE POSSIBILITY OF ACQUIRING HARDWARE FROM PLOVDIV SUCH AS SILO, BACON BIN MODEL, ETC.

4. DISCUSSIONS WITH US COMMERCIAL EXHIBITORS PLOVDIV ELICITED VERY FAVORABLE RESPONSE TO IDEA PARTICIPATING NOV SAD FAIR. EAGERNESS PREDICATED UPON AVAILABILITY OF PRIME SPACE, LOSS OF WHICH WOULD JEOPARDIZE THEIR WILLINGNESS TO PARTICIPATE AND POSSIBLY ENTIRE AMERICAN PRESENCE. SOME EXHIBITORS VOLUNTEERED THAT NOVI SAD MORE IMPORTANT THAN ANY FAIR IN EE AREA, CITING MULTIMILLION DOLLAR LEVEL OF TRADE AND MARKET POTENTIAL THEIR COMPANIES FORESEE WITH YUGOSLAVIA. THIS CONFIRMS POINTS MADE IN REFTELS CONCERNING NEED TO EXPLOIT YUGOSLAV MARKET. SALES AND IMPORTS OF AGRICULTURAL EQUIPMENT ARE EXPERIENCING A BOOM HERE.

5. FAIR RELUCTANTLY EXTENDED SEPT 1 DEADLINE T SEPT 15 FOR COMMITMENT TO PRIME PAVILION SPACE. OTHER EXHIBITORS ARE PRESSING FOR SITE AND WE DOUBT THAT WE CAN HOLD ON TO IT BEYOND DEADLINE.

6. WE AGAIN URGE ADDRESSEES TO TAKE IMMEDIATE FAVORABLE ACTION TO MEET SEPT 15. DEADLINE SO WE CAN PROCEED WITH PLANS TO MOUNT FULL INTER-AGENCY EXHIBIT WORTHY OF OUR ACTUAL AND POTENTIAL TRADE WITH AN INTEREST IN YUGOSLAVIA.
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